

I claim:

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1. In a method of distributing digital photographs over the internet involving steps of taking a photograph, assigning an ID number to the photograph, uploading the photograph and ID number to a web site, making the photograph, with a proof mark, available for viewing on the web site, and facilitating online ordering of the photograph without the proof mark from a laboratory, the improvement comprising a step of pre-selecting a virtual border for association with the photograph when viewed online.
- 10 2. In a method of distributing digital photographs over the internet involving steps of taking a photograph, assigning an ID number to the photograph, uploading the photograph and ID number to a web site, making the photograph, with a proof mark, available for viewing on the web site, and facilitating online ordering of the photograph without the proof mark from a laboratory for a service fee, the improvement comprising steps of
  - establishing a plural-level marketing hierarchy, and
  - establishing and enforcing a fee distribution protocol for distributing service fees down through the hierarchy.
- 15 3. The method of claim 2, wherein said protocol includes, for each level, a specified maximum portion of the service fee that each level can use for its level and lower levels.
4. The method of claim 2, wherein said protocol includes, for each level, a maximum percentage of the service fee that that level can retain for itself.
- 20 5. The method of claim 2, further comprising a step of distributing service fees collected from consumers among each level in the hierarchy, down to photographers who created the photos.